

# Workshop

## User Experience Design III

### Day 1 - Intro

Lecturer: Alexander Wiethoff

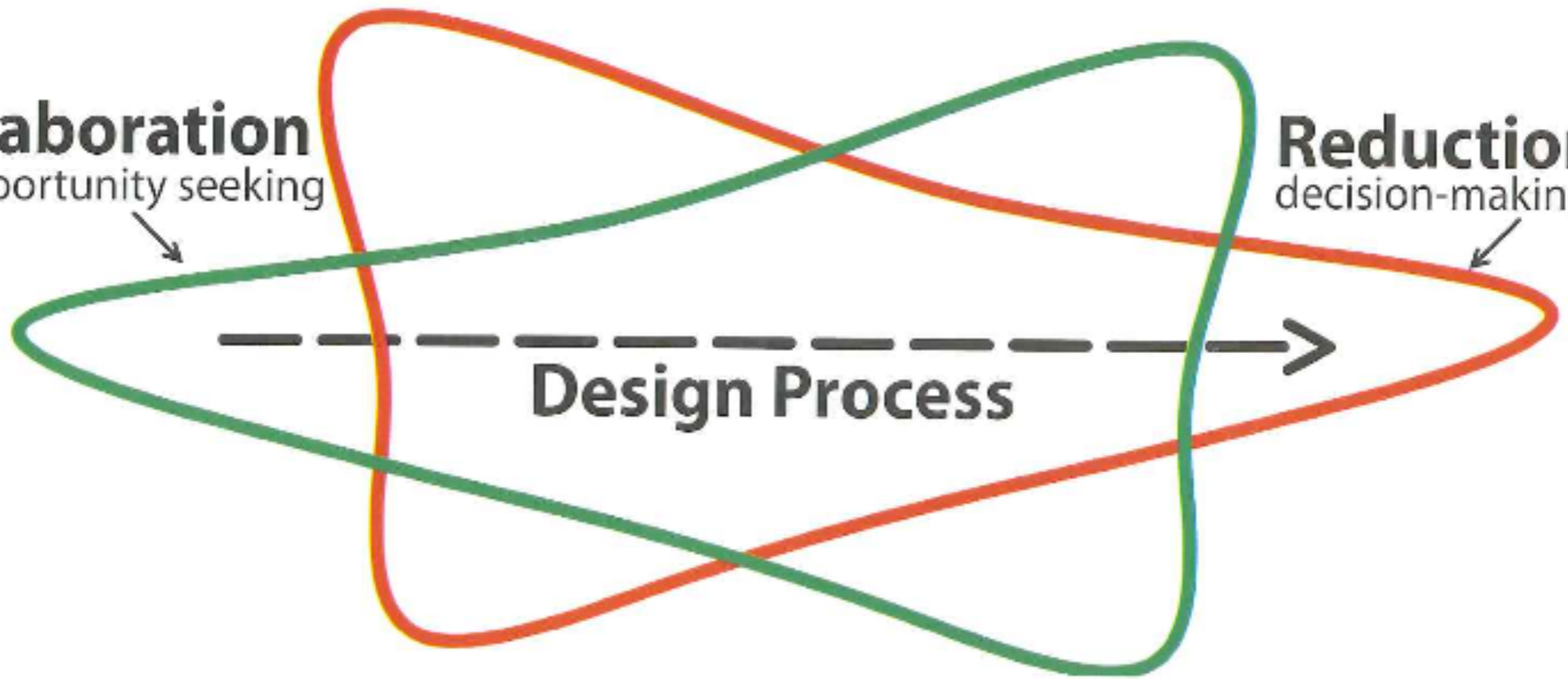
Tutorials and Organization: Steeven Salazar

External Lecturers: Marin Zec (Amazon)



**Elaboration**  
opportunity seeking

**Reduction**  
decision-making



**Design Process**

Week 1

INTRO + PRESENTATIONS



Monday

Tuesday

Wednesday

Thursday

Friday

Week 1

USER RESEARCH

Monday

Tuesday

Wednesday

Thursday

Friday



Week 1

DATA ANALYSIS



Monday

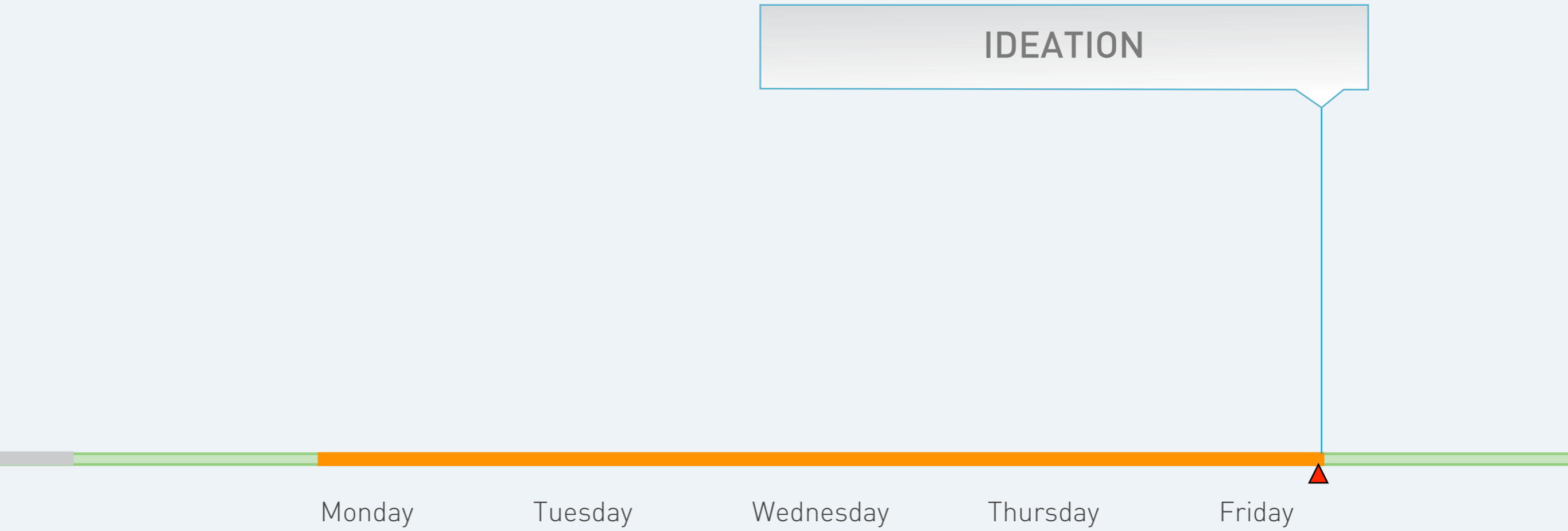
Tuesday

Wednesday

Thursday

Friday

Week 1



Week 2

Storyboard & Mid Presentation



Monday

Tuesday

Wednesday

Thursday

Friday

Week 2

Prototyping Lecture & Planning

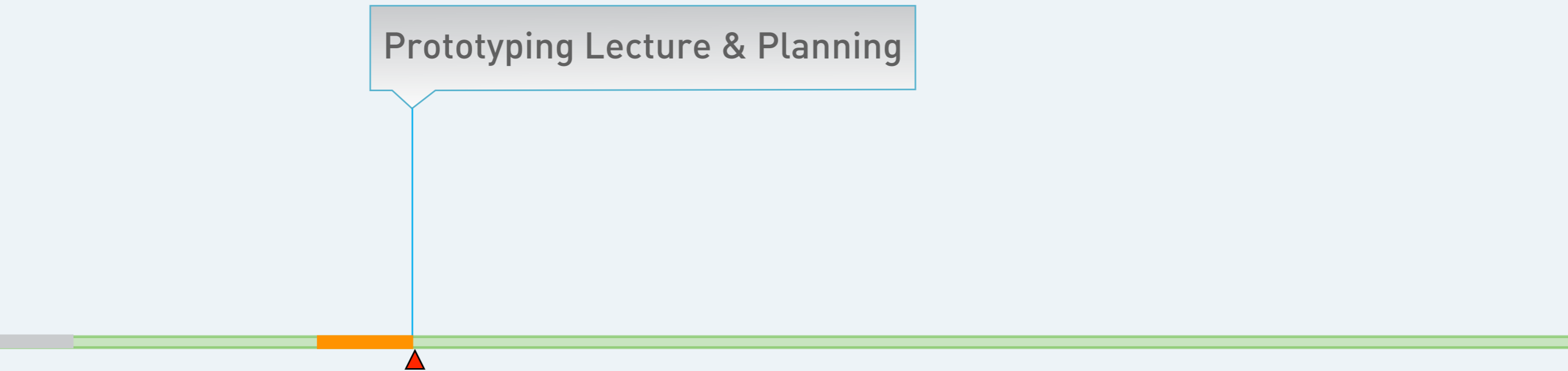
Monday

Tuesday

Wednesday

Thursday

Friday





Week 2

Video Prototyping



Monday

Tuesday

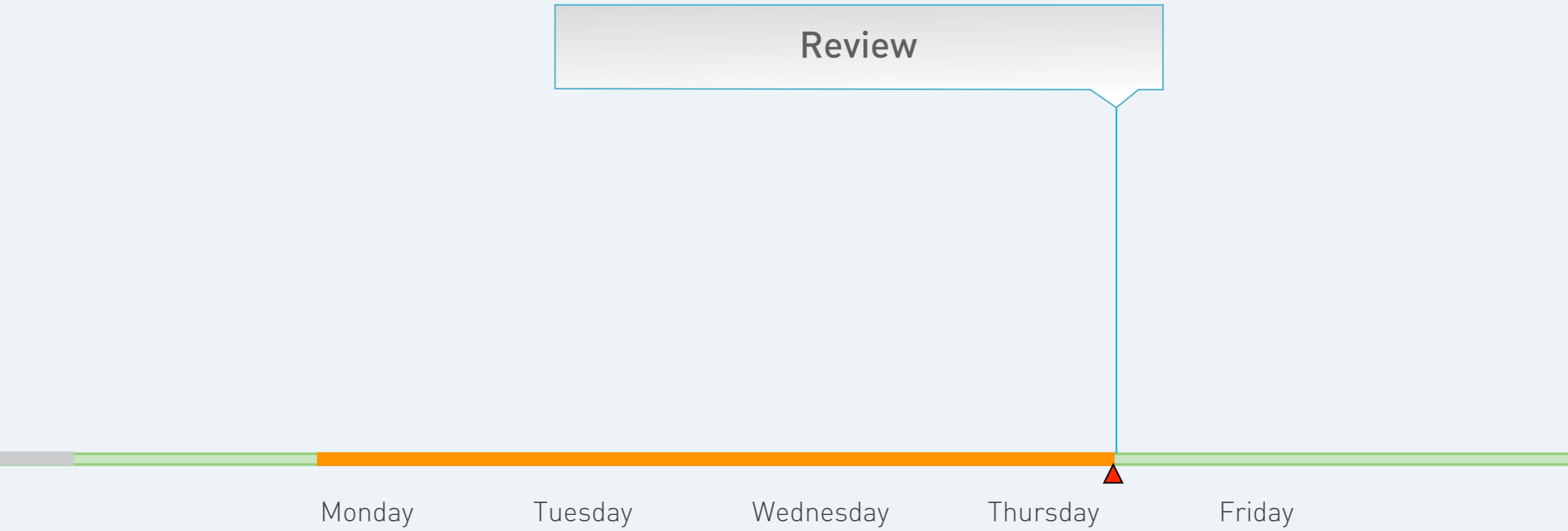
Wednesday

Thursday

Friday



# Week 2



Week 2

Final Presentation



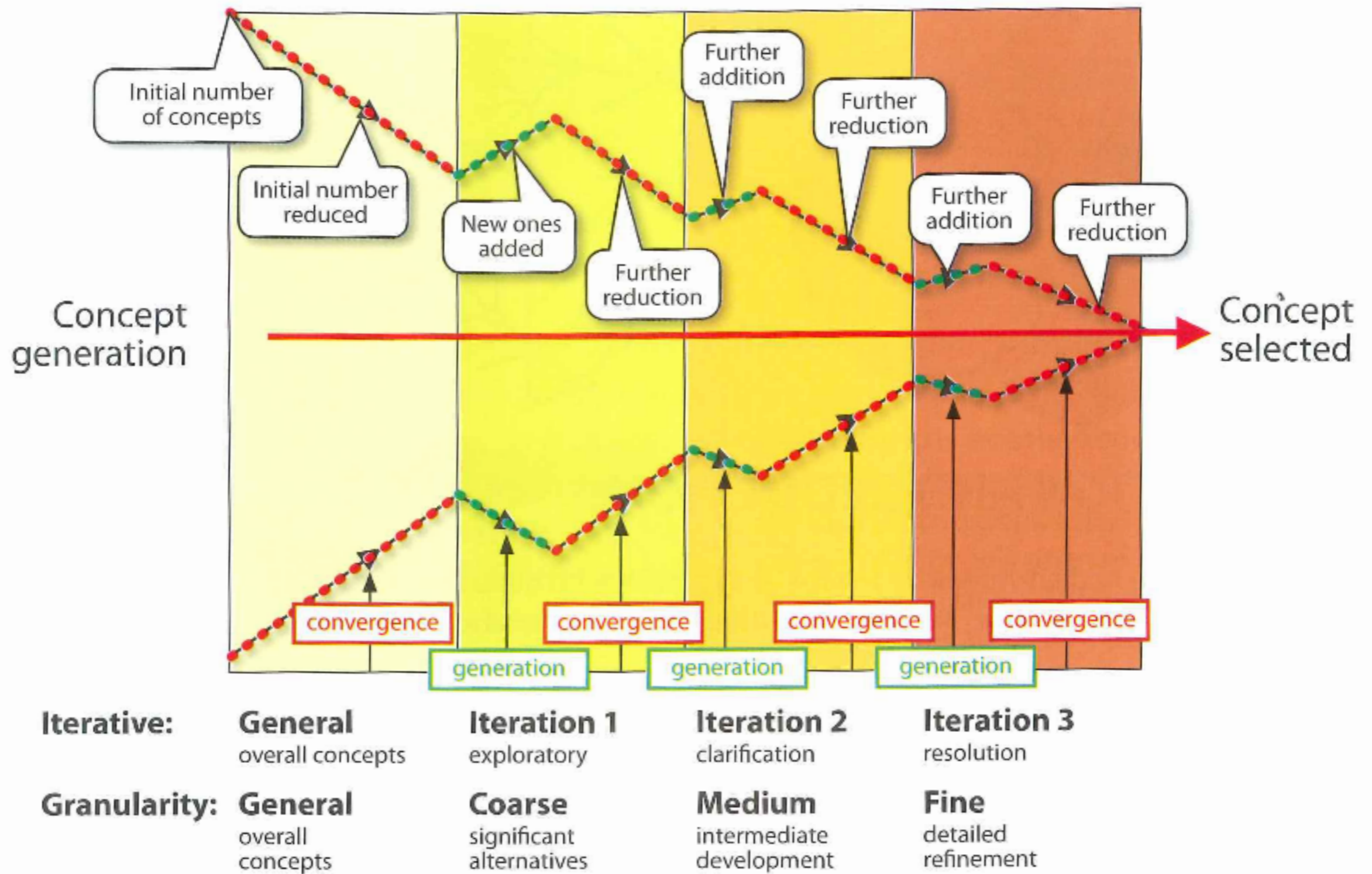
Monday

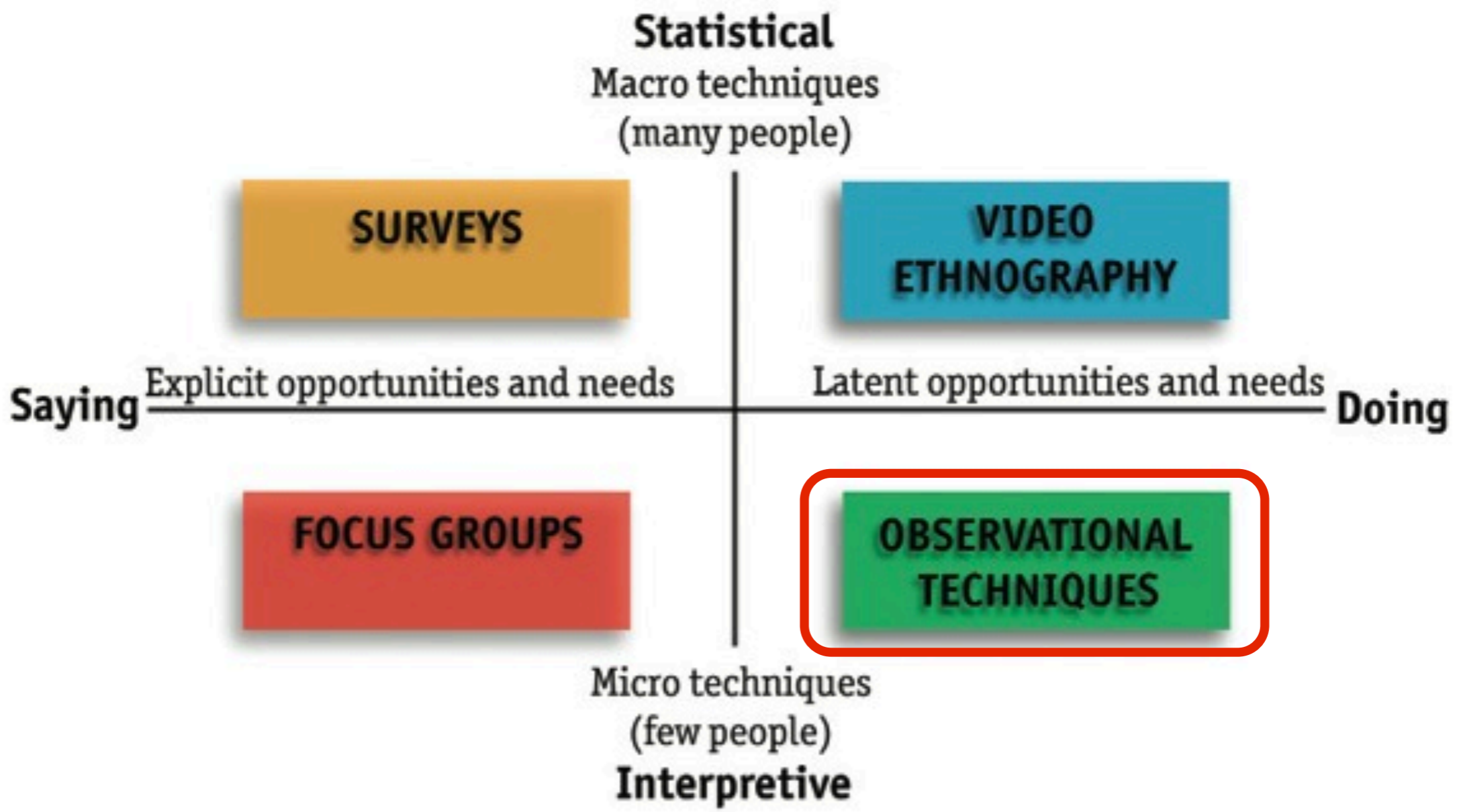
Tuesday

Wednesday

Thursday

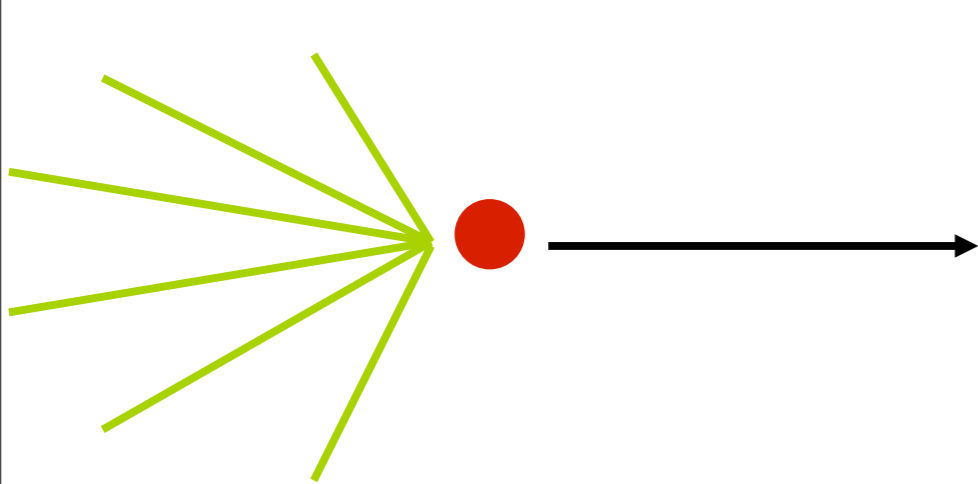
Friday





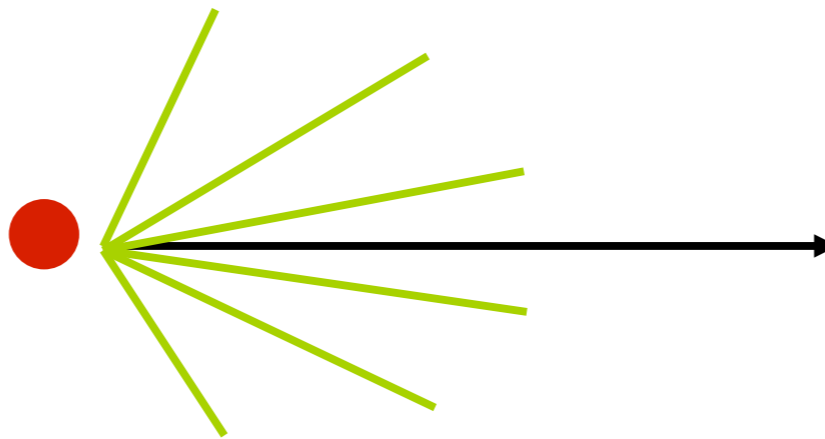
# ANALYSIS

**Definition of the system**  
What is the problem?



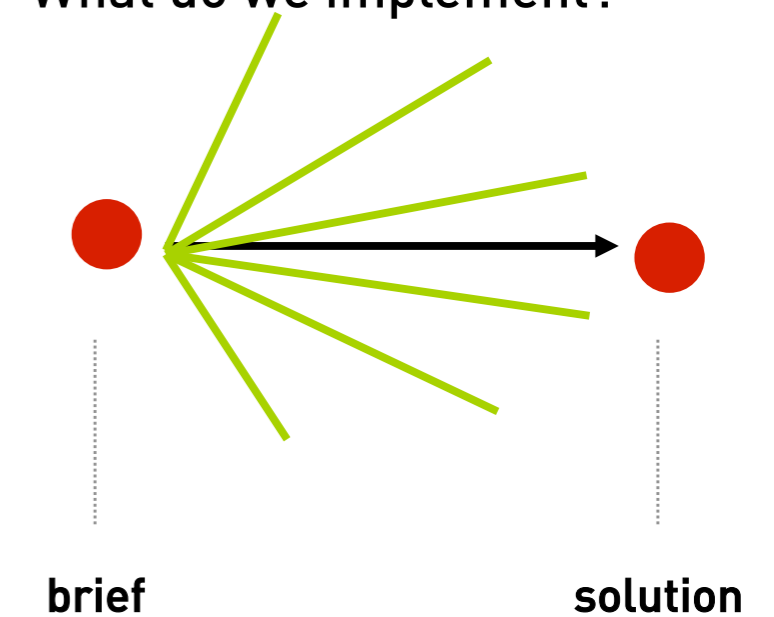
# EVALUATION

**Possible alternatives**  
What future do we want?



# SYNTHESIS

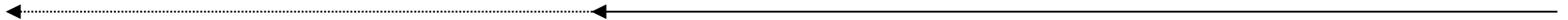
**Design of final solutions**  
What do we implement?



The designer is a  
'problem-scouter'

The designer is a  
'story-teller'

The designer is an  
'executor'



# Interviews

**Unstructured** - are not directed by a script. Rich but not replicable.

Structured - are tightly scripted, often like a questionnaire. Replicable but may lack richness.

**Semi-structured** - guided by a script but interesting issues can be explored in more depth. Can provide a good balance between richness and replicability.

# Running the interview

- **Introduction** – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present any informed consent form.
- **Warm-up** – make first questions easy and non-threatening.
- **Main body** – present questions in a logical order
- **A cool-off period** – include a few easy questions to defuse tension at the end
- **Closure** – thank interviewee, signal the end, e.g, switch recorder off.



# Structuring frameworks to guide observation

- - The person. **Who?**
  - The place. **Where?**
  - The thing. **What?**
- **The Goetz and LeCompte (1984) framework:**
  - Who is present?
  - What is their role?
  - What is happening?
  - When does the activity occur?
  - Where is it happening?
  - Why is it happening?
  - How is the activity organized?



Goggles simulate cataracts and reduce vision

Ear defenders block out sound to simulate being hard of hearing

Neck brace reduces head mobility and simulates having a stiff neck

Vest is full of weights to restricts movement and cause slouching

Gloves cause hands to shake

Leg splints restrict knee to stimulate joint stiffness

Oversized shoes contain weights to cause shuffling

AGE SIMULATION

© Lorne Campbell/Guzelian

# Empathic Exploration

# Emphatic Exploration

- 1.) Try it yourself
- 2.) Watch yourself while trying
- 3.) Watch others while trying
- 4.) Talk to others
- 5.) Document experiences

# Day 1:

## Morning Session:

- 1.) 9:20 Course Organisation & Introduction Lecture
- 2.) 5 Minute Presentations

## Afternoon Session:

- 3.) User Research in the Field

# To Get 6 ECTS:

- 1.) Mandatory attendance
- 2.) Presentations (two with guests)
- 3.) Be an active member of your team
- 4.) Hand in the presentations and the video prototype
- 5.) Document, Document, Document

# Blog:

1.) <http://conceptdevelopmentlmu.wordpress.com>

\*each team creates an account @ wordpress.com

\* use this suffix: cd2021x (x is your team no.)

\* all accounts will get access to create posts

2.) Three posts: User Research, Concept, Videoprototype

# First Blog Post

- \* one photo & about 150 words abstract
- \* categories: SoSe21; User Research, Team X
  - \* deadline: Wednesday 23:59

# After the presentation:

Do field research (today & tomorrow & wed)  
Gather back here: Thursday 9:00 (s.t.)



# Thanks & Have Fun!

## **Thursday Bring:**

- \* Videos & Audio (5 Images per team)
- \* Transcript interviews (printed and PDF)

## References:

- [1] Buxton, W. Sketching User Experiences, *Morgan Kaufmann* 2007.
- [2] Blom, J & Chipchase, J : Contextual and cultural challenges for user mobility research, *ACM Press* 2005.
- [3] CHI'10 *Panel Discussion on User Research*, 2010.
- [4] Copenhagen Institute of Interaction Design, *User Research Workshop* 2008.
- [5] Jonas, W. A Scenario for Design, *MIT Press* 2001.
- [6] Norman, D. The Psychology of Everyday Things, *Basic Books* 1988.
- [7] Moggridge, B. Designing Interactions, *MIT Press*, 2006.
- [8] Rogers, Y., Preece, J. & Sharp, H. Interaction Design, *Wiley & Sons* 2011.
- [9] Saffer, D. Designing for Interaction, *New Riders* 2009.
- [10] Walonick, D. Survival Statistics, 2004.